

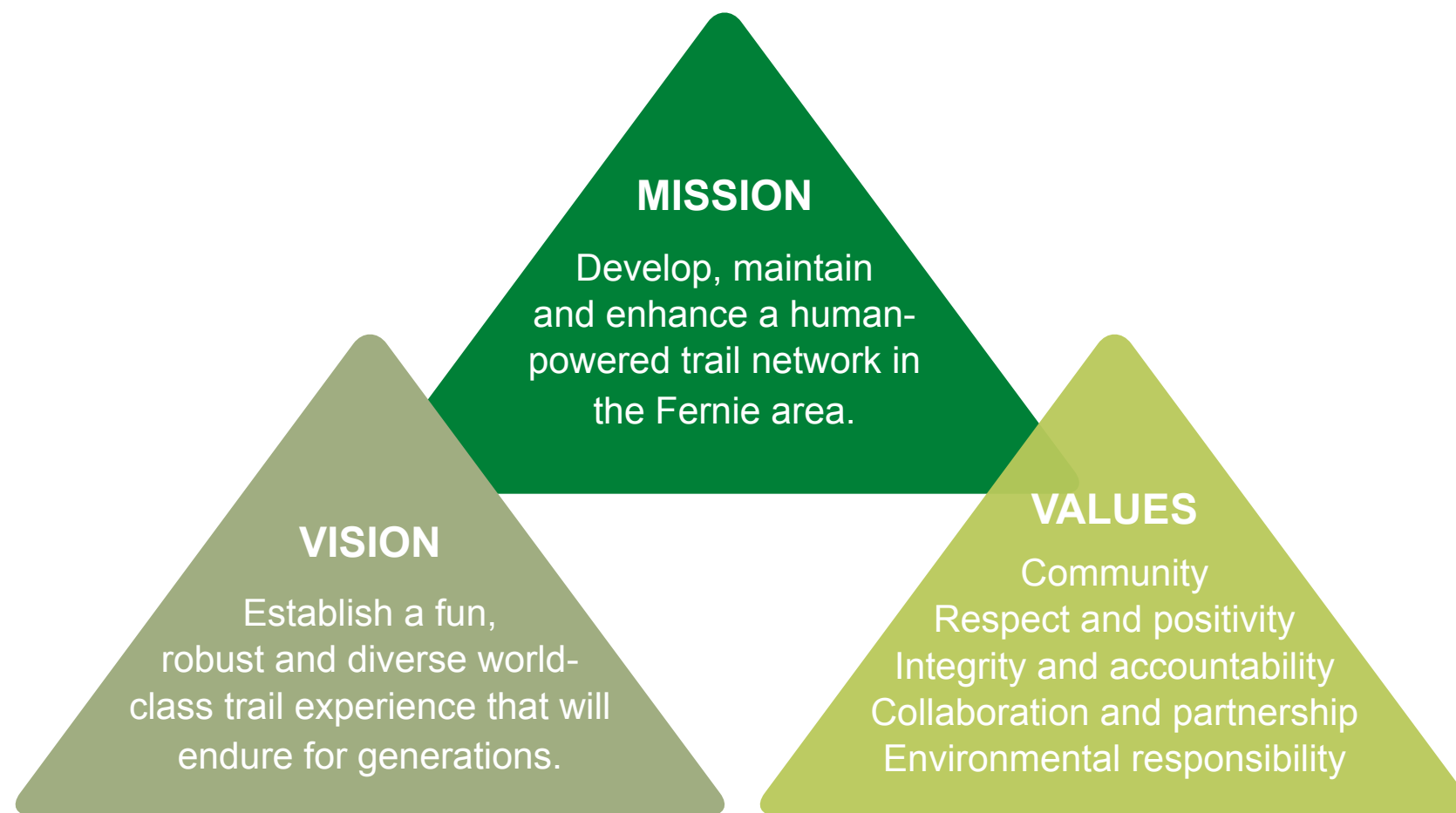


2025 Sponsorship Package



About the FTA

The FTA is an alliance representing all trail users in Fernie, BC. As a registered charity, we work directly with member clubs, outdoor recreation groups and land-owners in order to maintain and enhance Fernie's vibrant trail using community.



#POWERINGFERNIESTRAILS



What does the FTA do?

The FTA is responsible for:

- Year-round maintenance, grooming, building and enhancement of trails and **all associated costs**.
- Negotiating land user agreements and relationships with **18 different land-owners** to ensure current and future land security.

Why support the FTA?

Sustainable revenue streams guarantee the FTA can continue to provide trail maintenance, support landowners and grow a secure, sustainable trail network for generations to come.

Without a consistent revenue stream, we don't have trails.

What would your business look like if the trail network in Fernie didn't exist?

Based on our population and visitor numbers we could extrapolate that the Trail network in Fernie brings in somewhere between \$15 and \$20 million every year.



2024 Snapshot

Our Community

1,168
Members

200
Volunteers

3
Member
Clubs

Our Trail Network

370km
of Trails

11,000
Hours
Volunteered

17 km
New Trails
in 2024

Our Audience

1,900
Email
Subscribers

5,100
Followers

900k
Digital
Impressions



2024 Trail Highlights

- **17km of new trail added in 2024**
 - NEW Double Black Technical Trail - 6 More Days
- **New Flow Zone**
 - Trail Dogs completion (blue flow trail)
 - Addition of Up Dog (green climbing trail)
- **Paid, Four-Person Trail Crew**
 - Major upgrades to S-Bomb, Eric's wall-ride, Kiddy Down, Yeddy
 - Trail maintenance and enhancement in 2024 was a peak year. Our trails were in the best shape to date when measuring positive vs. negative community feedback.



FTA Events



Dig Days

We host Weekly Thursday Night Trail Work Parties and weekend Dig Days spring to fall. Led by the Trail Crew, tools, fuel & knowledge are provided. No experience necessary!



Trail Razr

A night of carnival games, auction & music to raise money for the FTA through both ticket sales and auction items donated by sponsors.



Wam Bam

Annual freeride competition at the Fernie Dirt Jump Park.



High Roller

An epic style day on the trails taking you to Fernie's legendary peaks. This Poker Run style event can be completed on bike or trail running!



P9 Challenge

A grunt of an up with a rewarding technical down! Awards for fastest Up, Down & Combined times followed by a BBQ and music!



Little Critters

Criterion style kids races hosted once a month during the summer. Open to pedal and strider bikes. Entry fee is two used or new toys, each kid goes home with a "new to them" toy!

Operational Costs and Funding

2025 Operational Costs

Projects

Space Unicorn Revamp	\$10,000
Eric's Trip Rebuild Lower	\$50,000
Contra Extension	\$80,000
Lazy Lizard 2.0	\$300,000

Staff

Paid Trail Crew (\$20,000/month)	\$80,000
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Materials

Materials, Equipment & Equipment Servicing	\$25,000
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Total **\$545,000**

2024 Funding

Grant Funding for Projects	\$160,000
Trails Passes	\$60,000
Corporate Trails Passes	\$20,000
Fundraising & Donations	\$60,000

Total **\$300,000**

THE GAP \$245,000

Grants ≠ Incredible Trails

Most grants are restricted to specific projects, such as the Coal Creek Heritage Trail or installing boot brushes and signage.

The real backbone of our trails—the work that keeps them in great shape and evolving, like our 2025 paid Trail Crew's work—is not covered by these grants.

That's where your support makes a direct impact, fueling the trail maintenance and development that keeps you stoked to ride.

Sponsorship

This is where you come in! By partnering with us, you'll help sustain and expand our vibrant trail community while gaining valuable exposure for your business. Let's create a partnership that's fueled by a shared passion for the trails and leaves a lasting impact in Fernie. Take a look at our tiers and ways to have an impact below and on the following page. Don't see the right fit? Get in touch. We are always open to creative ideas.

	Three Sisters Sponsor	Mt. Proctor Sponsor	Mt. Fernie Sponsor	Business Membership (previously Corporate Membership)
Price (dollar value or volunteer hours)	\$10,000+ or 500 hrs+	\$5,000 or 250 hrs	\$2,000 or 100 hrs	\$500 - \$1000 or 25 - 50hrs
Logo Visibility	Most visible on the website, included in the newsletter and any other relevant assets.	Second most visible on the website, included in the newsletter.	Third most visible on the website and included in the newsletter.	Fourth most visible on the website and included in the newsletter.
Social Media	Quarterly Feature	2 Posts/Year	1 Post or Story Coverage	x
Email Newsletter	Custom feature	1 Mention	x	x
Trail Passes Included	14+	9	5	5 - 14
Adopt a Trail	First Choice	Second Choice	Third Choice	Fourth Choice
Dig Day Tean Building (3 available)	First Right of Refusal	Second Right of Refusal	Third Right of Refusal	Add-on
Complimentary Event Entries or Tickets	10 event entries or tickets.	5 event entries or tickets.	If sponsoring an event.	x
Member Perks Included (Ex. 10% off for FTA Trail Pass Holder)	Yes	Yes	Yes	Yes
Custom Partnerships Available	Yes	Yes	x	x
Additional Event Sponsorship (Ex. Dig Days, P9, High Roller, Trail Workshops, etc.)	First Choice	Second Choice	Third Choice	Add-on

Value can be achieved by a combination of cash, product/materials or volunteer time.

Sponsorship Opportunities

How can you achieve the tiers above? Here are a few ideas.

Sponsor the Trail Crew | \$20,000

Having a paid Trail Crew is one of the most beneficial investments in our trail network and the most challenging area to source funding for. Make your mark by supporting the Trail Crew for the season or by month. Sponsor logo included on Trail Crew uniforms, recognition throughout the season at all trail work events, marketing exposure in all trail crew related content.

Sponsor a Dig Day | \$250 - \$5,000

Sponsor a Weekend Dig Day or our Thursday Night Work Party series. Dig days are a great opportunity for community visibility and having a direct impact on the trails. Sponsors are required to provide post-work food and beverages in addition to sponsorship fee. Sponsor can set up any branding onsite. A representative from the sponsor must be present for Weekend Dig Day.

Thursday Night Work Parties: \$250 Single Night | \$1,000 Month | \$5,000 Season
Weekend Dig Day: \$500 Single Dig Day

Sponsor an Event

Get involved by sponsoring an event. The FTA hosts several community events throughout the year which raise money for FTA operations. Sponsors will be recognized in event marketing, including event flyers, merch (if applicable), social media and email newsletters as well, visibility at the event. Event sponsorship can be achieved in the form of volunteer hours.

Team Building Dig Day | \$1,500

Looking for a unique team building opportunity for your staff that also gives back to the community. Hire our Trail Crew for a 1:1 trail building workshop. Only 3 available per season.

Product or Materials | Value based on cost of product

Make a contribution by providing products to be used for awards and prizes at events and fundraisers. Donate materials or tools to help our team make the magic happen on the trails.

Sponsor our Volunteers

As a small non-profit organization, we rely heavily on volunteers. Help us show our appreciation for the dedicated individuals that show up no matter what. A few ideas include covering the cost of volunteer gear, donating a product or service for volunteer prizes, fueling our volunteers or offering an exclusive volunteer discount.

Adopt a Trail | Pricing dependent on trail

A highly visible way to show your support that directly contributes to trail maintenance. Adopt-a-trail funds go directly towards supporting the Trail Crew and the work they do. Plus, we'll add a plaque with your business name to the trail sign.

Custom Sponsorship

Have something else in mind? We're always open to working with our partners on new, creative ideas that give back to the community and trails.

THANK YOU

Contact

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